



MARKETPLACE 19-51

— RETAIL FOR LEASE —

MODERN RETAIL & RESTAURANT SPACES

6340 Pederson Crossing Blvd
DEFOREST, WI

The information presented herein is based on estimates and assumptions
and is presented for illustration purposes only. No representations,
warranties or guarantees of any kind are made.



Key Commercial Real Estate LLC
www.keycomre.com

Jenny Lisak, CCIM, Principal
608-513-5447 (m)
608-729-1808 (o)
jlisak@keycomre.com

Mallory Rekoske, Principal
608-469-0384 (m)
608-729-1803 (o)
mrekoske@keycomre.com



MARKETPLACE 19-51 | OVERVIEW



OVERVIEW

Marketplace 19-51 is a proposed high-end retail development offering flexible suite sizes with endcap, patio, and drive-thru opportunities. Ideally located in rapidly growing DeForest, the project is adjacent to DeForest Yards, a premier mixed-use destination featuring the LEGACY20 Arena, residential living, dining, hospitality, and recreation, creating a dynamic environment for retailers and service providers.

PROPERTY HIGHLIGHTS

- First Generation retail buildings totaling 24,044 SF
- Flexible suite sizes of 1,500 SF - 24,000 sf
- Ample on-site parking (5/1000 ratio)
- Excellent visibility and access with over 17,000 VPD
- Monument sign opportunities
- **\$27-\$32/sf NNN**
- **NNN Estimate:\$6.00/SF**





MARKETPLACE 19-51 | RECENT DEVELOPMENTS

Springs at DeForest
320 units



Towneplace Suites by Marriott
Under construction

DeForest Yards Phase II

LEGACY20
ICE ARENA

RESIDENCES AT
DEFOREST YARDS
253 units

DEFOREST YARDS



INDOOR & OUTDOOR ENTERTAINMENT:

- 55,616 SF facility including ice rinks and training center
- 3,000-seat stadium hosting the Madison Capitols in the 2026-2027 season
- Indoor main ice sheet and an outdoor covered rink for winter hockey/summer events



PHASE II

- 90,000 SF Multi-Sport Athletic Complex



RETAIL & DINING:

- Young Blood Beer Co. (a local brewery)
- Aranda's Mexican Restaurant



RESIDENTIAL & HOSPITALITY:

- Residences at DeForest Yards
 - 253 market-rate apartments, energy-wise communities
- Future Towneplace Suites by Marriott
 - 89 key hotel
- Enklov
 - 354 units completed by 2027



Disclaimer: This site plan reflects the current development plan. The project is expected to be constructed substantially as shown; however, minor modifications may occur during final design and construction.

MARKETPLACE 19-51 | SITE PLAN



Pederson Crossing Blvd

PHASE I | NOW LEASING
NORTH & SOUTH BUILDINGS

NORTH BUILDING
10,130 SF

SOUTH BUILDING
13,914 SF

PHASE II | FUTURE DEVELOPMENT
ADDITIONAL RETAIL & DRIVE-THRU OPPORTUNITIES

Williamsburg Way

Highway 19 (17,100 VPD)

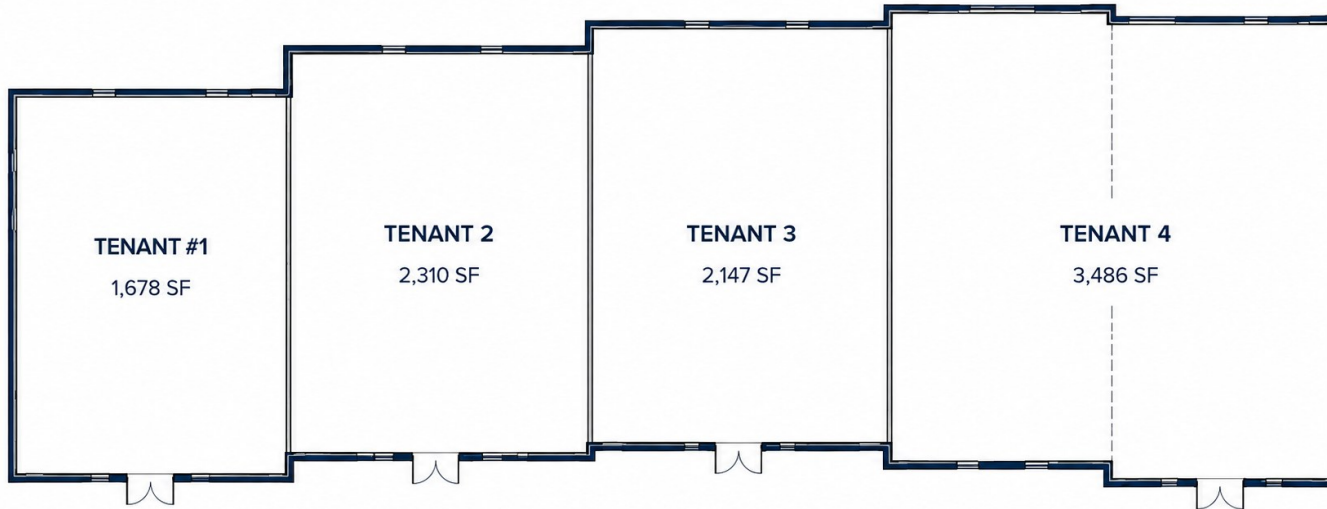




MARKETPLACE 19-51 | NORTH BUILDING PLAN

NORTH BUILDING

TOTAL BUILDING SIZE: 10,130 SF



NORTH BUILDING HIGHLIGHTS

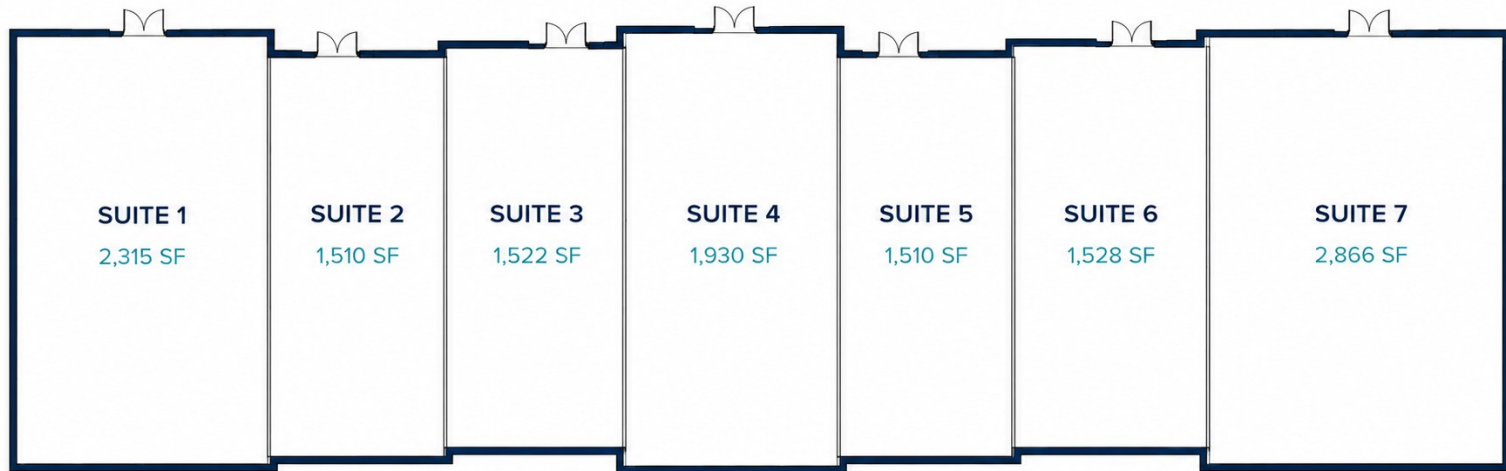
- FLEXIBLE SUITE SIZES: 1,678 SF - 10,130 SF
- ENDCAP OPPORTUNITY WITH OUTDOOR PATIO
- ENDCAP OPPORTUNITY WITH DRIVE-THRU
- SELECT SUITES FEATURE VAULTED CEILINGS
- DEDICATED STOREFRONT ENTRANCES
- DISTINCTIVE FACADES CREATE THE PRESENCE OF INDIVIDUAL BUILDINGS
- MONUMENT SIGN PANELS AVAILABLE





SOUTH BUILDING

TOTAL BUILDING SIZE: 13,914 SF



SOUTH BUILDING HIGHLIGHTS

- FLEXIBLE SUITE SIZES: 1,510 SF - 13,914 SF
- ENDCAP OPPORTUNITIES WITH DRIVE-THRU POTENTIAL
- SELECT SUITES FEATURE VAULTED CEILINGS
- DEDICATED STOREFRONT ENTRANCES
- DISTINCTIVE FACADES CREATE THE PRESENCE OF INDIVIDUAL BUILDINGS
- MONUMENT SIGN



MARKETPLACE 19-51 | AERIAL MAP





DeForest, Wisconsin | Demographics

STRONG COMMUNITY. STRATEGIC LOCATION.



POPULATION	1 MILE	3 MILES	5 MILES
Estimated Population (2026)	1,915	21,866	76,297
Median Age (2026)	38.5	37.2	36.9
Any College (Some College or Higher)	1,065 77.3%	11,659 77.8%	40,243 76.9%
College Degree + (Bachelor Degree or Higher)	719 52.5%	7,820 52.2%	26,312 50.3%



HOUSEHOLDS	1 MILE	3 MILES	5 MILES
Estimated Households (2026)	791	8,782	32,319
Estimated Average Household Income (2026)	\$209,954	\$157,532	\$130,272

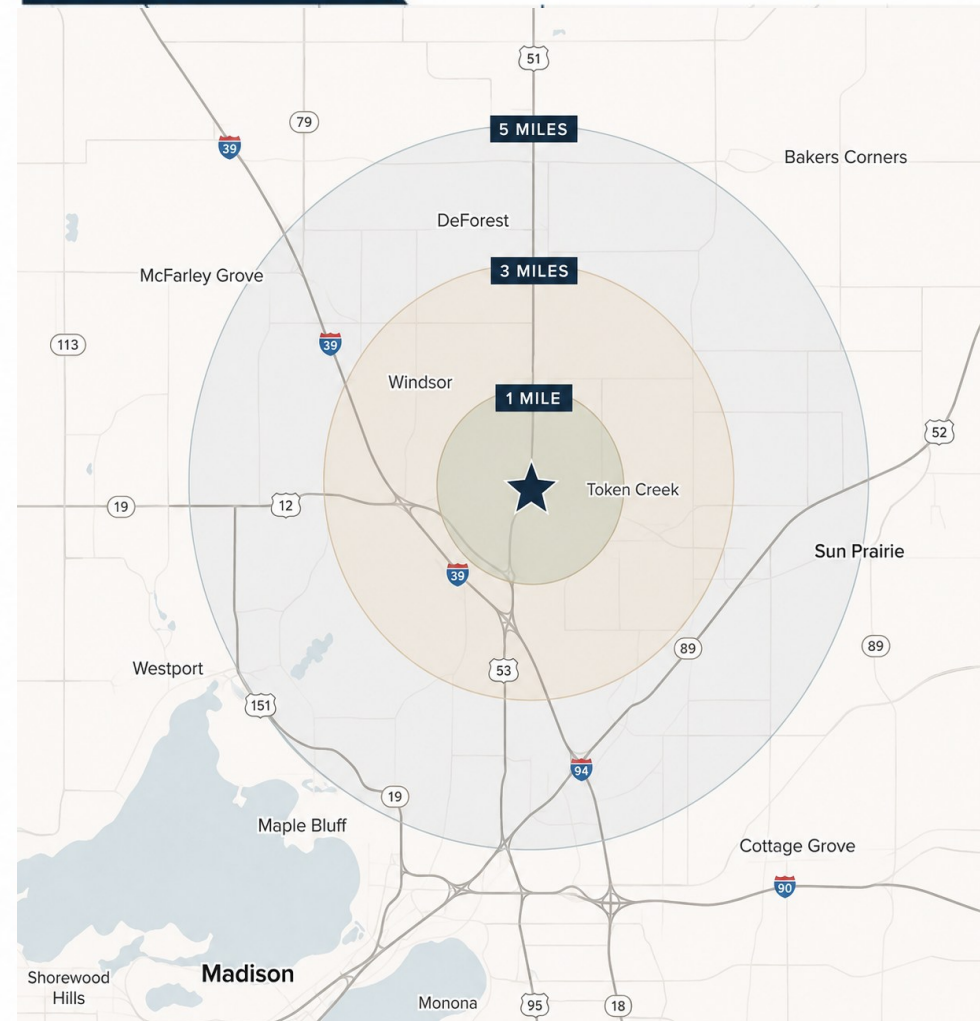


DAYTIME DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
Total Businesses (2026)	94	592	2,281
Total Employees (2026)	1,696	12,226	36,944



TOTAL ANNUAL CONSUMER EXPENDITURE	1 MILE	3 MILES	5 MILES
Food Away From Home	\$4.81 M	\$49.33 M	\$161.31 M
Grocery	\$5.79 M	\$62.78 M	\$216.22 M
Entertainment	\$4.77 M	\$49.44 M	\$163.21 M

TRADE AREA OVERVIEW



Marketplace 19•51 is positioned in a **high-growth corridor** with **strong demographics, spending power, and accessibility**.





DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the
2 following disclosure statement:

3 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent
4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is
6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the
7 customer, the following duties:

8 (a) The duty to provide brokerage services to you fairly and honestly.

9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.

10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request
11 it, unless disclosure of the information is prohibited by law.

12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the
13 information is prohibited by law (see lines 42-51).

14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your
15 confidential information or the confidential information of other parties (see lines 23-41).

16 (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.

17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the
18 advantages and disadvantages of the proposals.

19 Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services,
20 but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home
21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a
22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

23 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the
24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person
25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to
26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the
27 Firm is no longer providing brokerage services to you.

28 The following information is required to be disclosed by law:

29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).

30 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection
31 report on the property or real estate that is the subject of the transaction.

32 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may
33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a
34 later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

35 **CONFIDENTIAL INFORMATION:** _____

36 _____

37 _____

38 **NON-CONFIDENTIAL INFORMATION** (the following information may be disclosed by the Firm and its Agents): _____

39 _____

40 _____

41 _____ (Insert information you authorize to be disclosed, such as financial qualification information.)

DEFINITION OF MATERIAL ADVERSE FACTS

43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction
46 or affects or would affect the party's decision about the terms of such a contract or agreement.

47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a
51 contract or agreement made concerning the transaction.

52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at
54 <http://www.doc.wi.gov> or by telephone at 608-240-5830.

No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.
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Key Commercial Real Estate LLC, 211 S. Paterson Street, Suite 320 Madison, WI 53703

Deborah Ernsland

Phone: (608) 729-1800

Fax:

Produced with zipForm® by zipLogix 18070 Fifteen Mile Road, Fraser, Michigan 48026 www.zipLogix.com

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